

Message Text

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FM SECSTATE WASHDC

TO AMCONSUL AUCKLAND

AMCONSUL BRISBANE

AMEMBASSY CANBERRA

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMEMBASSY PORT MORESBY

AMCONSUL SYDNEY

AMEMBASSY WELLINGTON

UNCLAS STATE 303581

E.O. 11652:N/A

TAGS:BEXP, AS, NZ, PP

SUBJECT: PROPOSED FY 77 TRADE PROMOTION PROGRAM FOR

--- AUSTRALASIA

-- REF: (A) SYDNEY 2532, (0) USDOC 18631, (C) USDOC 17443

1. REF (A) PARA 1 THROUGH 3 BELIEVE ANSWERED BY REF (B).

2. REF (A) PARA 4, MARKET RESEARCH DIVISION (MRD) APPROVED
FUNDS FOR CONTRACT RESEARCH ON SECURITY AND SAFETY THEME
PROPOSED FOR SEPTEMBER TRADE CENTER EXHIBITION. MRD

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SPECS. AIRMAILED MURRAY SEPARATE COVER THIS DATE. SYDNEY
SHOULD ADVERTISE FOR BIDS AT EARLIEST POSSIBLE TIME TO

ASSURE RESEARCH IS RECEIVED IN WASHINGTON BY MARCH 1976.

3. REF (A) PARA 5-A, SYDNEY REQUESTED TO CONSIDER EDP THEME FOR TC NOVEMBER TIME FRAME NOW THAT OIM WORLDWIDE PROCUREMENT CONFLICTS RESOLVED. ASSUME EDP RESEARCH, DUE EARLY MARCH, IS ON SCHEDULE AND CAN BE USED TO PROMOTE THIS EVENT.

4. REF (A) PARA 5-B, NOTE THAT BOOKS, ETC. EXHIBITION HAS BEEN CONFIRMED FOR MARCH 1977. TC TO PROVIDE UPDATED RESEARCH.

5. REF (A) PARA 5-C, NOTE THAT PHYSICAL PROPERTIES TESTING AND INSTRUMENTATION TRADE MISSION, APRIL 1977, HAS BEEN ACCEPTED BY SYDNEY. OIM AWAITING ACCEPTANCE BY AUCKLAND AND MELBOURNE.

6. REF (A) PARA 5-D, FIJI NOT WITHIN AUSTRALASIAN BUDGET, THEREFORE WE CANNOT EXTEND COMMERCIAL FISHING CATALOG EXHIBITION TO THAT COUNTRY. PAPUA NEW GUINEA, AS OF JANUARY 5, 1976, WILL BECOME PART OF EAST ASIA BUDGET, THEREFORE COMMERCIAL FISHING CATALOG EXHIBITION IS OFFERED TO THREE POSTS WITHIN NEW ZEALAND AND AUSTRALIA. THOSE POSTS WHICH FEEL MARKET COULD SUPPORT A THREE-STOP CATALOG SHOW WITH INDUSTRY EXPERT, PLEASE ADVISE. WE WOULD LIKE TO SEE ONE STOP IN NEW ZEALAND AND TWO IN AUSTRALIA; PERHAPS IN PERTH.

7. REF (A) PARA 5-E, IN-STORE PROMOTION HAS BEEN PROPOSED FOR AUSTRALIA PENDING FY 77 BUDGET APPROVAL.

8. REF (A) PARA 5-F, STC TO PROVIDE RESEARCH FOR OUTDOOR SPORTS, ETC. EXHIBITION CONFIRMED FOR MAY 1977.

9. UNLESS FY 77 FORTHCOMING ALTERNATE THEME SUGGESTIONS MENTIONED (REF A, PARA 7) DO NOT CONFLICT WITH WORLDWIDE PROCUREMENT, MODERN HOUSING WILL REPLACE CANCELLED-BUILDING AND CONSTRUCTION IN JUNE TIME FRAME. THEREFORE, THIS TIME FRAME STILL OPEN FOR RECOMMENDATIONS.

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10. DURING THE MONTH OF JULY, TRADE CENTER FACILITIES WILL BE AVAILABLE FOR BSP PROGRAM. NO EVENTS WERE SCHEDULED DUE TO THIS PERIOD BEING END OF AUSTRALIAN FISCAL YEAR.

11. REF (A) PARA 5-G, WOULD SUGGEST THAT SYDNEY TRADE CENTER RECONSIDER FOOD PROCESSING AND PACKAGING EQUIPMENT THEME FOR NEW TIME FRAME OF AUGUST 1977. WASHINGTON'S PROCUREMENT EFFORT WILL INCLUDE TC SPACE LIMITATIONS AND

WILL ENCOURAGE EXHIBITORS TO SHOW MODELS, PICTURES AND
SMALLER-TYPE EQUIPMENT.

12. REF (A) PARA 5-H, BUILDING AND CONSTRUCTION
EQUIPMENT THEME CANCELLED DUE TO INDICATIONS OF WEAK
MARKET.

13. REF (A) PARA 5-J, NOTE THAT AGRICULTURE BUSINESS
TRADE MISSION ACCEPTED BY SYDNEY. STILL AWAITING
ACCEPTANCE BY AUCKLAND AND BRISBANE.

14. REF (A) PARA 5-K, HEALTH CARE INDUSTRIES CONTENT
WILL DIFFER FROM PREVIOUS STC MEDICAL EXHIBITIONS. AS
PREVIOUSLY DISCUSSED, AIDS TO THE HANDICAPPED WILL BE
FEATURED AND WILL BE MAJOR THRUST DURING PROCUREMENT,
ALTHOUGH BROAD RANGE OF HEALTH CARE PRODUCTS WILL BE
INCLUDED IN RESEARCH.

15. ALTERNATE RESEARCH REQUIREMENTS ARE TO COVER TWO
PRODUCT CATEGORIES OTHER THAN THE REGULARLY SCHEDULED
EVENTS FOR FY 77. SINCE NO MRD FUNDS WILL BE FORTHCOMING
FOR THESE ALTERNATE THEMES, RESEARCH OR UP-DATING OF
EXISTING RESEARCH WILL BE THE RESPONSIBILITY OF THE STC.
TO MEET DEADLINE IMPOSED BY PROGRAM COORDINATION, MARINE
ELECTRONICS, BUSINESS EQUIPMENT AND MINING EQUIPMENT WERE
SUGGESTED. WOULD APPRECIATE IF STC WOULD COUNTRY
COUNTER-PROPOSE TWO THEMES FOR THIS CATEGORY.

16. ALTHOUGH THE PROPOSED FY 77 EVENT SCHEDULE, LISTED
ABOVE, STOOD THE TEST OF OIM'S WORLDWIDE PROCUREMENT
CONFLICTS, ALL POSTS ARE ENCOURAGED TO COMMENT OR SUGGEST
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MODIFICATIONS BEFORE THE SCHEDULE ACTUALLY BECOMES
FIRM. ROBINSON

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